

Rep Order# 8879093 **Ver#** 3 **Status** Revised
EC'd Yes

Traffic Order# 37556

Printed: 10/10/2012 11:07 AM
Last Received: 10/10/2012 8:06 AM
Showing Buylines: All Lines

1 of 2

Station KLAS-TV LAS VEGAS
Advertiser () HOUSE MAJORITY PAC
Product ISSUE
Estimate# 2001
Buyer Laura Bassett
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/2001
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

-- CONTRACT COMMENT --

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$7,900
PLEASE CONFIRM

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--|-------------|---------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | ----- | ----- | ----- | --- | --- | ----- | ----- |
| | 2 | W-F,M-TU | 1200P-1230P | 8 NEWS NOW AT NOON | :30 | \$1,300.00 | 10/10-10/16 | 1 | 1 | 1 | \$1,300.00 | |
| | *3 | W-F,M-TU | 1230P-200P | BOLD/DEAL | :30 | \$1,700.00 | 10/10-10/16 | 0 | 0 | 0 | \$0.00 | |
| | | Sales Remark: V3 . | | | | | | | | | | |
| | | V3 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | *4 | W-F,M-TU | 200P-300P | THE TALK | :30 | \$1,700.00 | 10/10-10/16 | 0 | 0 | 0 | \$0.00 | |
| | | Sales Remark: V3 . | | | | | | | | | | |
| | | V3 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | 5 | W-F,M-TU | 300P-400P | ELLEN | :30 | \$1,600.00 | 10/10-10/16 | 1 | 1 | 1 | \$1,600.00 | |
| | 6 | W-F,M-TU | 400P-500P | 8 NEWS NOW AT 4PM & 430PM | :30 | \$1,600.00 | 10/10-10/16 | 1 | 1 | 1 | \$1,600.00 | |
| | *7 | F,M | 500P-630P | Buyline Comment: NEWS | :30 | \$1,700.00 | 10/12-10/15 | 2 | 1 | 2 | \$3,400.00 | |
| | | Sales Remark: V3 . | | | | | | | | | | |
| | | V3 Added | | | | | | | | | | |

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Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

—REPORT TOTALS—

Report Totals: 5 / \$7,900.00

—SALES MONTHLY TOTALS—

Oct 12: 5 / \$7,900.00

Sales Totals: 5 / \$7,900.00

Station Totals: 5 / \$7,900.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

| | | | | | | | | | | | |
|---------------|----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$26,333 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 5% | UNKN | 0% | | |

Books FEB11
Demos RA35+